



Spreading the Message:

Social Media Plan and Communication Strategy

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I'm trying to get better



have that problem with
though, and not just
(over)

Why Social Media?

- Connect with people; engage and build relationships
- Target or tailor messages for specific audiences
- Expand to reach broader audiences
- Share timely information
- Improve availability of content

Remember: Social Media is the vehicle, not the destination

Why Social Media?

Communications



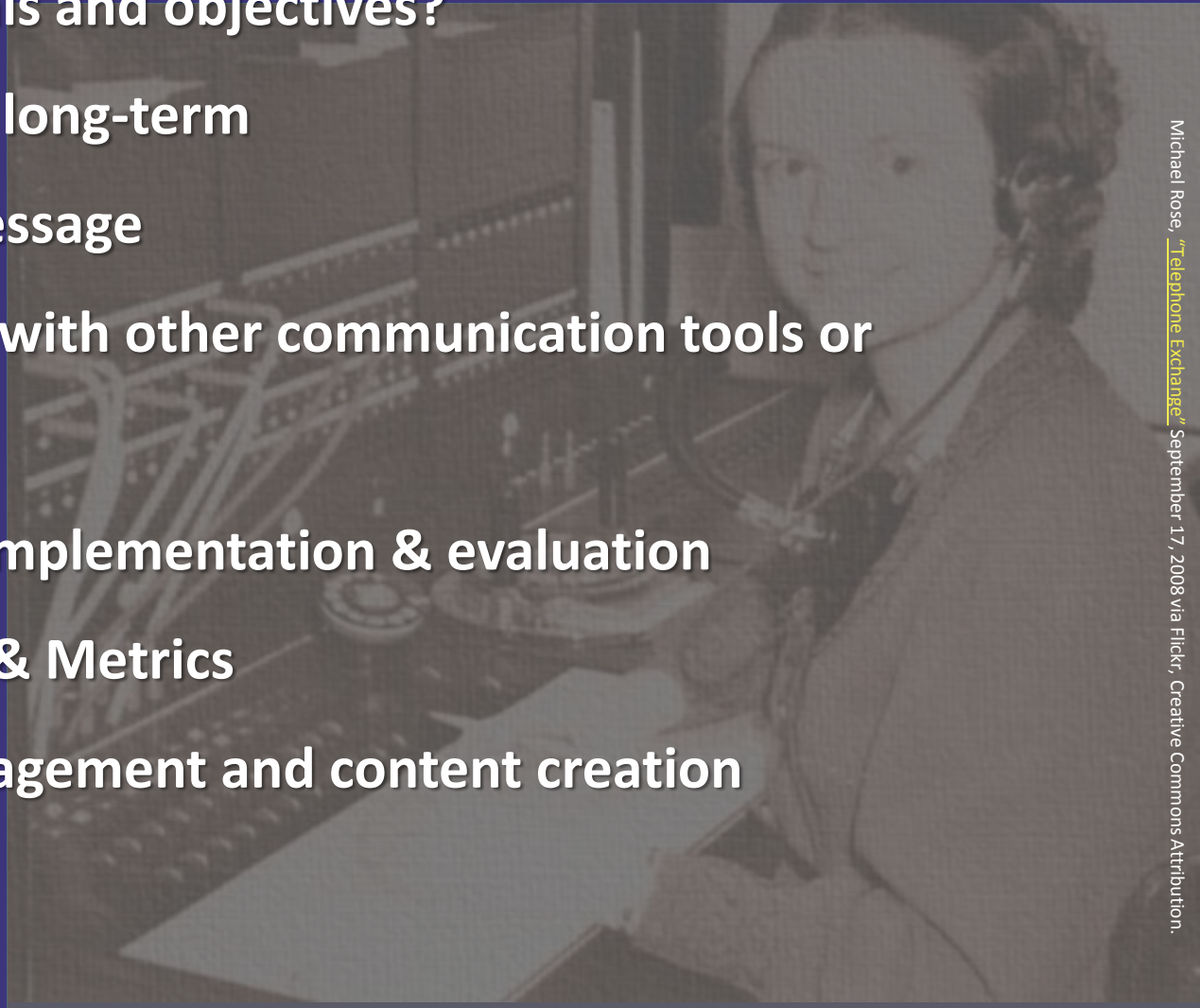
Communications

- Where are we now?
 - Organization and Institution
 - Current communication missions & goals
 - Current audience/users
- Why invest in social media?
 - Expectations for communication
 - Audience/user communication needs
 - Fit within communication missions & goals
 - Communication gaps



Communications

- What are our goals and objectives?
 - Short-term & long-term
 - Content & message
 - Coordination with other communication tools or strategies
 - Timeline for implementation & evaluation
 - Analytics & Metrics
 - Account management and content creation



The OERC Communications Mission fits within the larger RML mandate:

- Capacity Building
- Consulting
- ***Communications***

Communications in OERC means *communicating effective evaluation practices to NLM & NN/LM members.*

Current Communications

Communication within OERC Goals:

- 2. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments.

The OERC will provide communication of fundamental concepts and best practices by promoting and continuing to develop a web site for information dissemination on these topics.

- 3. Strengthen and build an evaluation culture throughout NN/LM.

The OERC will encourage collegiality and communication among NN/LM staff and network members who are involved in program planning and evaluation by promoting information sharing among network members and other RML staff who have related responsibilities.

Current Communications

OERC Blog

- Reporting evaluation techniques/tips
- Evaluation research and new studies

Booklets

- Getting started with community-based outreach
- Collecting and Analyzing Evaluation Data
- Including Evaluation in Outreach Project Planning

OERC Website

- Evaluation Guides
- Workshops/Classes
- Tools and Resources

Quarterly Meeting

- RML Evaluation Liaisons through Adobe Connect

Annual Director's Meeting

- Cross-region news and information

Current Communications



Communications Needs

Users have specific needs:

1. Must be simple
2. Through Regional Offices
 1. OERC needs to communicate with Regional Offices about evaluation
3. Communication and training for evaluation tools & metrics
 1. OERC staff need to understand new technologies (ie. Social media) involved in evaluation, in order to help members.

Communications Needs

OERC has the following expectations for incorporating social media into communications strategy:

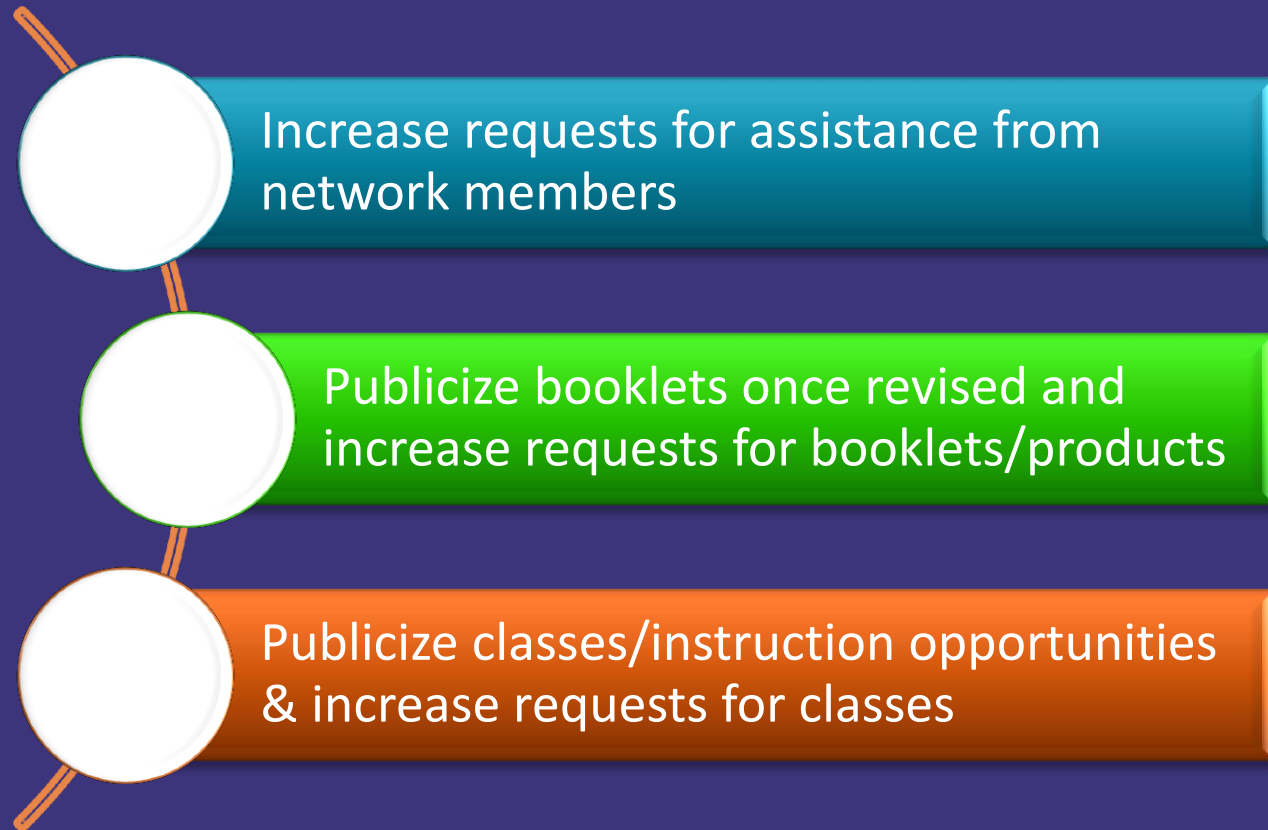
1. Want to establish a presence and marketing effort
2. Create a following for the blog by using social media to connect members to blog
3. Want to reach all network members and RML staff (potentially in separate groups)

Social Media Expectations

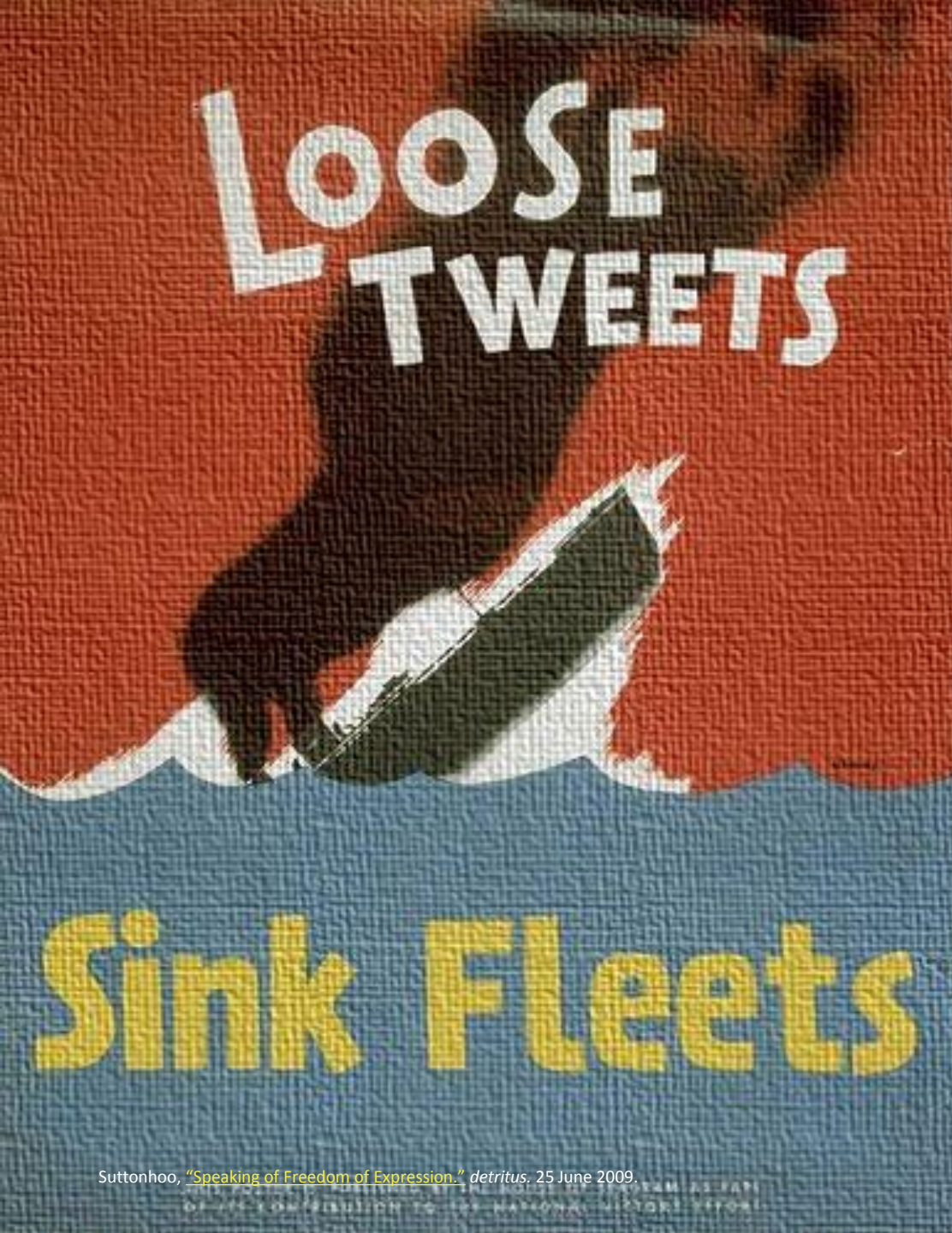
**Considering Communication gaps
and user needs, establish:**

- **Social Media Goals & Objectives**
- **Social Media tool/application**
- **Timeline**
- **Evaluation strategy**





Social Media Goals



- Twitter as the best launching social media tool for OERC
 - @nnlmOERC
 - Hootsuite web-based application
- As we evaluate presence in social media, will expand into other social media (ie.- Facebook, LinkedIn, Google+) as needed

February



- Finalize Social Media Plan
- Finalize Social Media Goals
- Finalize Timeline



- Complete research on Social Media Monitoring Tools
- Select tool



- Finalize type of content to be included in social media
- Create short-term schedule for tweeting



Social Media Timeline

March Objectives

- Develop content tweeting schedule for unique tweets featuring scheduled blog posts/scheduled classes
- Create Twitter account and post 1 time per scheduled day
- Develop content pool
- Follow 50 relevant users
- Achieve 40 followers by end of March

Social Media Timeline

Communications in OERC means *communicating effective evaluation practices to NLM & NN/LM members.*

- Web analytics (Google Analytics)
 - Website, blog, & social media
 - Baseline, each month
- Interactions on Twitter
 - Followers
 - Retweets
- Blog interactions & comments
- Requests for evaluation guides
- Requests for classes

To be Assessed



Michael Byls: [Vintage Telephones](#), June 20, 2009 via Flickr. Creative Commons Attribution

Unexpected events

- 
- Soft Launch of Twitter account
 - Blog Posting inconsistency
 - Outdated resources page
 - Staff schedule adjustments

Unexpected events

April – May Objectives

- Develop content blogging schedule for blog posts
- Announce new blog posts through tweets and email notifications
- Update “Tools & Resources” page on OERC website
- Produce monthly analytics reports for OERC blog, OERC website, including social media referrals

Social Media Timeline

April – May Objectives

- Produce monthly analytics reports of OERC Twitter account detailing mentions, RT.
- Add Twitter account information to OERC website, NN/LM social media roundup
- Announce Twitter account in blog post
- Achieve 40 followers by end of May
- Develop community with other NN/LM Twitter account managers

Social Media Timeline



Future outlook

Social Media & Communication

- Goals & Objectives
- Timeline
- Content
- Audience growth
- Evaluation
- Staff time & schedule
- Expansion

Future outlook

Resources

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Questions & Discussion